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# JEFFERSON TOWNSHIP FAIR ASSOCIATION

38<sup>TH</sup> ANNUAL FAIR JULY 22<sup>RD</sup> – 26<sup>TH</sup> 2008 | 7409 LAMOR ROAD MERCER, PA 16137  
WWW.JEFFERSONTWPFAIR.ORG | INFO@JEFFERSONTWPFAIR.ORG

April 15, 2008

Dear Community Leader,

The Jefferson Township Fair Association would like to thank you for your support in the past years, and would like to ask you for your support once again. If you have not supported us before, now would be a good time, and everything you need is in your hands. This year, the fair is changing the way our ads are sold. In years before, the fair handled all money, ads, and production of books, however, the premium books and ads are handled through The Sharon Herald. If you would like to purchase an ad for the fair book, **please** call Tammy Zieminick at 724.981.6100. We would like to remind you though; the Fair Association is going to continue the sponsorship program which is now in its second year of its implementation.

The sponsorship program has not changed much from last year, and it is explained later in the letter. We encourage all businesses to contribute what they can. It is with **your** support of the fair that has made this yearly family tradition a complete success since 1971.

Also, just as a reminder, the Jefferson Township Fair is a **501C(3) Non-Profit Organization**. *For those of you who do not know, our fair is a free admission, and free parking fair. We need the community's support to help continue this 38 year old tradition.* Contained in this letter is information for you to:

- ✓ Participate in the Sponsorship Program.
- ✓ Purchase Indoor or Outdoor commercial vendor space.

You're probably wondering what the sponsorship program is, so we hope that we can help you sort that out, and answer any questions. First, there is no better way to promote your business than to participate in a sponsorship program. When you participate in our sponsorship program, you accomplish two things, at once. First, we promote your business, and second, you are helping to contribute to the success of our annual fair. When you participate in the sponsorship program, your businesses name will be displayed in multiple, different ways, to about 10,000 – 12,000 people in attendance at the fair in July, and in three local newspapers (The Herald, Allied News, Hubbard Eagle); depending on your level of sponsorship. When fairgoers see your support for the fair, at the fair, it gives them a positive attitude of your business. In our first year of our sponsorship program, we have had success, and happy, returning customers such as; Country Clutter (Grove City Outlets), Flynn's Tire (Rt. 62, Mercer), Dean Foods (Sharpsville), Pepsi, Ben Bissett Chevy (Mercer), McCandless Ford (Mercer), WFMJ-21 (Youngstown, OH), as well as more satisfied local businesses.

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# PARTICIPATE | SPONSOR HONOR ROLL

## A. The Bronze Level

- i. Donate \$100 - \$249
  - a. Your business name listed on the Sponsor Honor Roll Board to be placed next to the entrance to the grandstands, and on tri-folds in the dining hall and other areas of the fairgrounds.
  - b. Advertisement on our website.

## B. The Silver Level

- i. Donate \$250 - \$499
  - a. Everything in Bronze Level.
  - b. A free 3' x 5' vinyl banner and space to hang it in the grandstand area (space available first come/first serve basis).
  - c. 5 grandstand admission waivers.

## C. The Gold Level

- i. Donate \$501 - \$999
  - a. Everything in Silver Level
  - b. Your business name/logo on the **cover** of flyers that are distributed throughout the entire surrounding area.
  - c. Your business name and sponsorship on radio and TV ads leading up to, and during the week of the fair.
  - d. Free 10'x10' outdoor vendor space or 5 additional grandstand admission waivers (10 Total).

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# INFORMATION | VENDORS

Attention Commercial Vendors:

Cost for indoor space is \$10.00 per foot and outdoor is \$7.00 per foot with a 10-foot minimum for outdoor space.

Outdoor spaces will be in the same area as previous years, and indoor spaces will be in the garage of the municipal building. These locations allow for maximum exposure for your business.

Spaces sell quickly, so please return your contract, check, and proof of insurance to us **no later than July 11, 2008. Spaces will be assigned on a first come basis, spaces cannot be held until payment is made.**

We hope that you will choose to promote your business to 10 – 12,000 fairgoers at the 38<sup>th</sup> annual Jefferson Township Fair, a traditional community event. If you have any questions, please contact me, Charlie McKnight fair chairman at [charlie@jeffersontwpfair.org](mailto:charlie@jeffersontwpfair.org) or 724.962.4126, or 724.699.4565.

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## RULES & REGULATIONS | VENDORS

**HOURS OF THE VENDOR AREAS:** 5 pm to 11 pm Tuesday – Friday; 9 am to closing Saturday  
The fair's Grand Opening day is Tuesday July, 22 2008; closing day is Saturday July 28, 2007.

•All displays **must be in place** by noon opening day and **must remain in place** until the closing of the fair.

•Set up days are: Saturday July 19, Monday July 21, 9 am – Noon, and 4 pm – 7 pm; and Tuesday July 24, 9 am – Noon. If another other time is needed, please contact a fair official.

**INSURANCE:** Each vendor is required to provide proof of liability insurance (must be sent with this form to the fair association, a copy of the policy is sufficient.)

**LIGHTING:** Each vendor is required to have his/her display lighted. Electric service for outdoor spaces is on distribution poles; vendors are to provide wiring for their displays.

Vendors are to provide a fused switch of the proper size for their own display wiring.

Electricians will be on the grounds.

**SAFETY:** **Displays must be constructed and operated to assure the safety of everyone.**

Any machines that are in operation shall be adequately guarded and an attendant present.

**CLEANING:** Jefferson Twp. Fair Association will have the fairgrounds cleaned; however each vendor is responsible for cleaning his/her own display area. Refuse is to be placed in designated areas.

**VIOLATIONS:** Any violation of these rules or conduct contrary to the best interests of the Jefferson Twp. Fair Association will be called to the vendor's attention. If these violations or conduct continue, the vendor's contract will be canceled and he/she shall remove his/her display from the grounds and his/her display fee will not be refunded. *Any incidents related to the setup or removal of the vendors display is solely the responsibility of the vendor.*

Please return form & proof of insurance no later than **July 11, 2008.**

# COMMERCIAL VENDOR | CONTRACT

JEFFERSON TOWNSHIP FAIR | 7409 LAMOR ROAD MERCER, PA 16137

JEFFERSONTWPFAIR@HOTMAIL.COM | WWW.JEFFERSONTWPFAIR.ORG

38<sup>TH</sup> ANNUAL FAIR JULY 23<sup>RD</sup> – 28<sup>TH</sup> 2007

Date: \_\_\_\_\_

Vendor Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Sales Tax Number: \_\_\_\_\_

Proof of Liability Insurance: \_\_\_\_\_

## AGREEMENT FOR RENTAL OF SPACE AT THE JEFFERSON TWP. FAIR

**TERMS:** Full payment required with contract in order to reserve space.

10-foot minimum rental required for outdoor spaces.

**RATES:** *Indoor* \$10.00 per foot      *Outdoor* \$7.00 per foot

We wish to reserve a \_\_\_\_\_ ft. **Indoor / Outdoor** space. (Circle one)

**BY SIGNING THIS FORM, VENDOR AGREES TO ABIDE BY THE RULES AND REGULATIONS SET BY THE FAIR ASSOCIATION THAT ARE LISTED ON THE PREVIOUS PAGE.**

Fair Representative

Vendor

Please make check payable to **JEFFERSON TWP. FAIR ASSOCIATION**

- Indoor space is in the garage of the Township Municipal Building.
- Outdoor space is north of the Building near the Exhibit Building, Entertainment Building, Bingo Building, and Livestock Barn

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# SPONSORSHIP | FORM

JEFFERSON TOWNSHIP FAIR | 7409 LAMOR ROAD MERCER, PA 16137

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38<sup>TH</sup> ANNUAL FAIR JULY 22<sup>RD</sup> – 26<sup>TH</sup> 2008

\_\_\_\_\_ Platinum Sponsorship \$ \_\_\_\_\_

\_\_\_\_\_ Gold Sponsorship \$ \_\_\_\_\_

\_\_\_\_\_ Silver Sponsorship \$ \_\_\_\_\_

\_\_\_\_\_ Bronze Sponsorship \$ \_\_\_\_\_

\_\_\_\_\_ Banner Option \$ \_\_\_\_\_

**Total Amount Enclosed \$ \_\_\_\_\_**

Please make Checks payable to: Jefferson Twp. Fair Association

\*If Gold Sponsorship level is selected circle which you prefer:

**(Outdoor Space / Admission Waivers)**

Name \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please return form no later than May 1, 2008.

*Forms must be received on time so that the books can be printed on time.*

**REMINDER:**

Attach your business card, logo, or other media to have your logo/image used in print materials.

If you have any other questions about the fair or this form, call the fair chairman Charlie McKnight at 724.962.4126

For other questions about the fair call,

Mark Hackett 724.699.4617

Matt Hackett 724.475.2910

Eric Watson 724.301.2194

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The Jefferson Township Fair Association **greatly appreciates** your support.